The Philip Morris History

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Philip Morris History
Highlights

1765	–	Dr. James Baker, a physician in Dorchester, Massachusetts, sets up the first chocolate factory in the New World.
1847	–	Philip Morris, Esq., tobacconist and importer of fine seegars, opens a shop on Bond Street in London, England.
1855	–	Frederic Miller opens a brewery in Milwaukee, Wisconsin.
1883	–	Oscar Mayer and his brother open a retail meat market in Chicago, Illinois.
1885	–	Joel Cheek introduces a new brand of coffee at the Maxwell House Hotel in Nashville, Tennessee.
1887	–	P.J. Towle, a grocer in St. Paul, Minnesota, blends sugar cane with Vermont and Canadian maple sugar to create a table syrup. He packaged the product in small log-cabin-shaped containers to honor his boyhood hero, Abraham Lincoln.
1889	–	William Wright, a baking powder salesman, devises a better formula for baking powder called *Calumet*.
1894	–	Susan Stavers, owner of a boarding house in Boston, Massachusetts, runs tapioca through a coffee mill which results in a smooth tapioca pudding.
1895	–	C.W. Post and his assistant Clark Bristol begin the Postum Cereal Company, Incorporated, in Battle Creek, Michigan, selling a hot grain-based beverage called *Postum Cereal*.
1895	–	Franklin Baker, a flour miller from Philadelphia, Pennsylvania, goes into the coconut-processing business and develops a conveniently shredded coconut product uniform in quality.
1895	–	Pearl B. Wait, a cough syrup maker in Le Roy, New York, adapts an 1845 patent for a gelatin dessert to which his wife gives the brand name *Jell-O*.
1898	–	William Entenmann emigrates from Germany to Brooklyn, New York, where he joins his brother in the bakery business. Soon after he opens his own bakery in Flatbush and makes home deliveries.
1902	–	Philip Morris & Co., Ltd., is incorporated in New York by Gustav Eckmeyer.
1913	–	Charles, Frank, and Edwin Freihofer open a family bakery in Troy, New York after realizing that the working women of the Hudson River textile factories did not have time to bake bread.
1915	–	Emanuel Ronzoni starts his own pasta business in Long Island City, New York.
1919	–	A new firm, owned by American stockholders, acquires the U.S. Philip Morris Company and incorporates in Virginia under the name of Philip Morris & Co. Ltd., Inc.
1921	–	Robert Douglas offers his pectin product to the retail market for home use. A maid suggests the name *Certo* to indicate the pectin's foolproof action.
1923	–	Clarence Birdseye, a Gloucester, Massachusetts, scientist, develops plans for a belt freezer to "quick-freeze" food.
1925	–	Postum Cereal Company, Incorporated, acquires The Jell-O Company, Inc., the first of a series of mergers.
1926	–	Clarence Birdseye establishes General Seafoods Corporation to produce quick-frozen fish. Thereafter, he also freezes fruit, vegetables, and meat.
1927	–	Postum Cereal Company, Incorporated changes its name to Postum Company, Incorporated.

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1929 – Formation of the General Foods Corporation (combination of Birdseye's General Foods Company and the Postum Company, Inc.)

1929 – Philip Morris begins manufacturing its own cigarettes by purchasing a factory in Richmond, Virginia.

1933 – A bellhop named Johnny, later the product spokesman, calls for Philip Morris for the first time in the Hotel New Yorker lobby.

1953 – Perkins Products Company, (responsible for *Kool-Aid* soft-drink mixes), is bought by General Foods Corporation.

1954 – Philip Morris & Co., Ltd., Inc., acquires Benson & Hedges.

1954 – Philip Morris (Australia) Ltd. is set up as the first major affiliate outside the U.S.

1955 – An overseas division is set up at Philip Morris.

1955 – Philip Morris Incorporated becomes the company's corporate name.

1955 – *Marlboro* is introduced nationally in a flip-top box with cork-tipped "selectrate" filter.

1967 – Three operating companies: Philip Morris Domestic (renamed Philip Morris U.S.A. in 1968), Philip Morris International, and Philip Morris Industrial are established to manage the businesses of Philip Morris Incorporated.

1970 – Philip Morris Incorporated acquires 100% of Miller Brewing Company.

1972 – Philip Morris Incorporated acquires 100% of Mission Viejo Company.

1978 – Philip Morris Incorporated acquires 100% of the Seven-Up Company.

1978 – Philip Morris Incorporated buys the international cigarette business of the Liggett Group Inc.

1981 – Philip Morris Incorporated makes an investment in Rothmans International PLC.

1981 – General Foods Corporation acquires Oscar Mayer & Co., Inc..

1982 – Philip Morris Credit Corporation is incorporated.

1984 – The nation's first computerized bakery is built by the Charles Freihofer Baking Co. in Albany, New York

1985 – The corporate framework of Philip Morris Incorporated is restructured to form Philip Morris Companies Inc., a holding company.

1985 – Philip Morris Companies Inc. acquires General Foods Corporation.

1985 – Philip Morris Companies Inc. sells substantially all of Philip Morris Industrial.

1986 – Philip Morris Companies Inc. sells Seven-Up International and Seven-Up Canada to PepsiCo and agrees to sell the U.S. franchise business of The Seven-Up Company to a group of investors led by the Dallas-based firm of Hicks & Haas.

1987 – Vlasic Foods Inc., a subsidiary of Campbell Soup Co., purchases the *Open Pit Barbecue Sauce* product line from General Foods.

1987 – General Foods three business sectors become three separate operating companies: General Foods, USA; General Foods, Coffee & International; and Oscar Mayer Foods.

1987 – General Foods Corporation purchases the New York based Charles Freihofer Baking Company.

1987 – Miller Brewing Co. acquires Jacob Leinenkugel Brewing Company.

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Philip Morris History

1765 – Dr. James Baker, a physician in Dorchester, Massachusetts, sets up the first chocolate factory in the New World, run by a young Irish immigrant, John Hannon.

1777 – Hannon publishes money-back satisfaction guarantee on Baker's chocolate products.

1779 – John Hannon disappears on a cocoa-bean buying trip to the West Indies. Dr. Baker acquires full ownership of the chocolate factory.

1780 – Dr. Baker begins making a blend of chocolate he calls *Baker's*. The mill will continue as a family business for more than a hundred years.

1804 – Edmund Baker takes over the chocolate business from his father, James.

1824 – Edmund Baker is succeeded as head of the family chocolate concern by his son, Walter Baker, who gives the company his name.

1833 – Abraham Lincoln stocks Walter Baker's breakfast cocoa in his Salem, Illinois, store — the only packaged and advertised food product carried.

1837 – Alfred Bird, a British chemist, develops fermenting (baking) powder and an eggless custard.

1847 – Philip Morris, Esq., tobacconist and importer of fine seegars, opens a shop on Bond Street in London, England.

1854 – Philip Morris makes his first cigarettes.

1855 – Frederic Miller, a young German braumeister, opens a brewery in Milwaukee, Wisconsin.

1865 – La Belle Chocolatiere, painted by Jean Etienne Liotard, is adopted as Walter Baker's chocolate trademark.

1867 – Jacob Leinenkugel establishes Leinenkugel Brewing Co. in Chippewa Falls, Wisconsin.

1870 – 22 New Bond Street, London, England, headquarters, begins to produce Philip Morris *Cambridge* and Philip Morris *Oxford Blues* (later called *Oxford Ovals* and *Philip Morris Blues*).

1873 – Richard Benson and William Hedges open shop at 13 Bond Street, London, England.

– Philip Morris dies. His widow, Margaret, and brother Leopold Morris carry on the cigarette trade.

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1983	–	Joel Cheek leaves his family farm in Kentucky and obtains a job with a wholesale grocery company in Nashville, Tennessee.
	–	Oscar F. Mayer emigrates from Bavaria to the U.S. at age 14 and obtains work as a helper in a Detroit, Michigan, butcher shop.
1877	–	*Players Navy Cut* cigarettes acquired by John Player.
1879	–	*Melachrino* cigarettes first marketed.
	–	First Miller beer bottled (previously sold in kegs).
1880s	–	Emanuele Ronzoni emigrates to the U.S. and works in a macaroni factory in New York.
1880	–	Leopold Morris buys out Margaret Morris' interest in the tobacco business.
1882	–	Joel Cheek gives up his partnership in a wholesale grocery firm and devotes full-time to developing an improved blend of coffee.
1883	–	Frederic Miller begins bottling his own beer.
	–	Oscar Mayer and his brother, Gottfried, open a retail meat market in Chicago, Illinois.
	–	Max Mayer joins his brothers in building a two-story meat-processing plant.
1885	–	Leopold Morris joins with Joseph Grunebaum to establish Philip Morris & Company and Grunebaum, Ltd.
	–	*Blues*, *Cambridge*, *Derby*, *Unis*, and *Marlborough* (the ladies' favorite) are marketed.
	–	Joel Cheek introduces his new blend of coffee at the Maxwell House Hotel in Nashville, Tennessee.
1887	–	Morris and Grunebaum dissolve their partnership. Company becomes Philip Morris & Co., Ltd.
	–	P.J. Towle, a grocer in St. Paul, Minnesota, blends a table syrup from sugar cane and the best Vermont and Canadian maple sugars. He puts the new product in small, sealed, log-cabin-shaped containers to keep the syrup pure and to honor his boyhood hero, Abraham Lincoln.
1888	–	Frederic Miller dies and his son, Ernst, becomes president of the brewery.
1889	–	William Wright, a baking powder salesman, experiments with the product he is selling and devises a better formula, which he calls *Calumet* a name popular in his native Chicago, Illinois.
1892	–	Charles William Post, an inventor interested in health foods, buys a small farm on the outskirts of Battle Creek, Michigan.
1893	–	*Milwaukee's Best* is the first beer brewed by the A. Gettelman Brewery.

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1894 – Susan Stavers, owner of a boarding house in Boston, follows the advice of one of her boarders and puts tapioca through a coffee mill, which removes lumps from the tapioca, before making it into pudding.

– John Whitman, a local newspaperman, buys the right to use Stavers' process for grinding tapioca and sells it as *Tapioca Superlative*.

– Philip Morris & Co., Ltd., is reorganized in 1894 as William Curtis Thompson and his family assume a majority interest.

1895 – C.W. Post and his assistant, Clark Bristol, begin operation of the Postum Cereal Company with *Postum Cereal* (a hot grain-based beverage) for sale to the public.

– Franklin Baker, a Philadelphia flour miller, is unable to sell a shipment of coconuts he receives as payment from a Cuban merchant, goes into the coconut-processing business for himself, and develops a conveniently shredded product uniform in quality.

– Pearl B. Wait, a cough syrup maker in Le Roy, New York, adapts inventor Peter Cooper's 1845 patent for a gelatin dessert. His wife, May, coins the brand name *Jell-O* for the product.

1896 – John Whitman changes the name of his tapioca product to *Minute Tapioca* and adopts the famous Minute Man as his trademark.

1897 – Production of *Jell-O* gelatin dessert begins.

– C.W. Post markets a cereal of wheat and malted barley he created for himself and calls it *Grape-Nuts*.

1898 – William Entenmann emigrates from Germany to Brooklyn, New York. He joins his brother in the bakery business, but soon opens his own bakery in Flatbush and makes home deliveries.

1899 – Wait sells his *Jell-O* gelatin business to Orator F. Woodward, founder of the Genessee Pure Food Company

– Benson & Hedges opens a New York City branch at 288 Fifth Avenue

– Miller Beer's eagle-atop-a-globe symbol begins a 40-year run.

1900 – Benson & Hedges moves to 314 Fifth Avenue, New York City.

1901 – Philip Morris & Co., Ltd., by royal warrant is appointed tobacconist for King Edward VII.

1902 – O.F. Woodward launches the first advertising campaign for *Jell-O* gelatin, which rapidly begins living up to its claim of being "America's most famous dessert."

– Philip Morris & Co., Ltd., is incorporated in New York, at 110-122 Broad Street, by Gustav Eckmeyer, who had been the sole agent for Philip Morris in the U.S. since 1872, importing and selling the English-made cigarettes.

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1903 – Dr. Ludwig Roselius, head of a large European coffee business, discovers a method for removing 97% of the caffeine in coffee without harming its flavor and aroma. Roselius introduces the product in France under the brand name *Sanka*.

1904 – C.W. Post introduces a corn flakes product he calls *Elijah's Manna*.

1905 – The right to manufacture and vend all Philip Morris brands in Canada is granted by Thompson's firm to the New York company.

1906 – Oscar Mayer is among the first to obtain the Federal Meat Inspection stamp of approval.

1907 – President Teddy Roosevelt coins the phrase "*Good to the last drop*" when served *Maxwell House* coffee at The Hermitage, President Andrew Jackson's former home in Tennessee.

– When the British government refuses to register the trademark for *Elijah's Manna*, the cereal's name is changed to *Post Toasties*.

– Philip Morris & Co., Ltd., is reorganized and moves to 4020 West Broadway, New York City. Benson & Hedges moves to 435 Fifth Avenue.

1910 – Arbuckle Brothers, New York coffee merchants, develop a "guest coffee" for distribution among friends at Christmastime. They call it *Yuban*, short for "Yuletime Banquet."

1911 – *Instant Postum* cereal beverage is introduced by the Postum Cereal Company.

– Mayer's company is incorporated as Oscar F. Mayer & Brother.

1912 – Robert Douglas becomes the first person to extract and prepare pectin commercially.

1913 – Douglas is granted a patent on his pectin-extraction process.

– Charles, Frank, and Edwin Freihofer open a family bakery in Troy, New York after realizing that the working women of the Hudson River textile factories did not have time to bake bread.

1915 – Clarence Birdseye, a Gloucester, Massachusetts, scientist, conducts a biological survey in Labrador, Canada, and notes the effect of rapid freezing on fish and meat.

– Emanuele Ronzoni starts his own pasta business in Long Island City, New York.

1917 – Philip Morris & Co., Ltd., moves to 72 Fifth Avenue.

1918 – *English Ovals* become the first blend of domestic leaf presented by Philip Morris. The cigarettes are priced at 20 for 30 cents.

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1919 – The Philip Morris coronet logo is introduced.

– A new firm, owned by American stockholders, acquires the U.S. Philip Morris Company and incorporates in Virginia under the name of Philip Morris & Co., Ltd., Inc.

– Oscar Mayer makes its first major expansion by purchasing a small farmers' cooperative meat-packing plant in Madison, Wisconsin. (This plant will expand into Oscar Mayer's largest operation and become its headquarters as well.) Name changes to Oscar Mayer & Co.

– Joseph H. Cohen establishes the Atlantic Gelatin Co. in Woburn, Massachusetts, producing edible, technical, and pharmaceutical gelatin.

1920 – The first Philip Morris & Co., Ltd., Inc., Annual Report is published.

1921 – Robert Douglas offers his pectin product, previously sold only to commercial jam and jelly makers, to the retail market for home use. A maid in his household suggests the name *Certo* to indicate the pectin's foolproof action.

1922 – Ernst M. Miller dies and his brother Frederic A. Miller takes over as president of Miller Brewing.

– Edwin Perkins, an entrepreneur who ran a 125-product-line business, sells small bottles of flavored syrup called *Fruit Smack*. (The product sold well but was expensive to market because of transportation and glass-breakage costs.)

– Philip Morris-International Corp. is organized; introduces *Players* cigarettes.

– Post *40% Bran Flakes* is introduced by Postum Cereal Company.

1923 – *D-Zerta* sugar-free gelatin is marketed by Genessee Pure Food Company.

– *Sanka* coffee is introduced in the United States by Roselius.

– Birdseye develops plans for a belt freezer to "quick-freeze" food.

– *Revelation* is introduced by Continental Tobacco Co., a major competitor.

1924 – William Entenmann, Jr., takes over the family bakery and moves it to Bay Shore, New York.

– Philip Morris & Co., Ltd., Inc., becomes the exclusive agent for *Rameses* and *Stephano* cigarettes.

– Philip Morris & Co., Ltd., Inc., moves to 44 West 18th Street.

– Unfiltered *Marlboro* is introduced.

– Reuben M. Ellis becomes President of Philip Morris & Co., Ltd., Inc.

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1925 – Oscar Mayer & Co. begins tagging sausage as means of identification.

– The Jell-O Company is acquired by the Postum Cereal Company Incorporated.

1926 – Birdseye establishes General Seafoods Corporation to produce quick-frozen fish. Soon he also freezes fruit, vegetables, and meat.

– A series of *Marlboro* ads showing a feminine hand promotes the cigarette for women.

– The Minute Tapioca Company, Inc., becomes a part of the Postum Cereal Company, Incorporated.

– Philip Morris-International Corp. is dissolved.

1927 – Edwin Perkins removes the water and bottle from *Fruit Smack* and sells the beverage powder in inexpensive envelopes. He calls the product *Kool-Ade* (later changed to *Kool-Aid*).

– Postum Company Incorporated acquires the Log Cabin Company Products.

– Clarence Birdseye organizes the General Foods Company to act as a stockholding company for General Seafoods and to control all patents on his belt freezer process.

– Postum Company Incorporated acquires Walter Baker & Company, Ltd.

– Postum Company Incorporated acquires the Franklin Baker coconut business.

1928 – Calumet is acquired by Postum Company Incorporated.

– Philip Morris & Co., Ltd., Inc., begins to make regular dividend payments to its stockholders.

– Benson & Hedges is sold to an American financial group.

– The Cheek-Neal Company, makers of *Maxwell House* coffee, is bought by Postum Company Incorporated.

– Postum Company Incorporated begins to distribute *Sanka* decaffeinated coffee in the United States.

1929 – Stephano Bros. ceases manufacturing Philip Morris brands.

– Philip Morris & Co., Ltd., Inc., begins manufacturing its own cigarettes in a purchased factory in Richmond, Virginia.

– Philip Morris & Co., Ltd., Inc., and Continential Tobacco Co. are both located at 119 Fifth Avenue.

– Reuben M. Ellis and Leonard B. McKitterick take control of Philip Morris & Co., Ltd., Inc.

– Certo is bought by General Foods Corporation.

– Postum Company Incorporated acquires Clarence Birdseye's process, patents, and trademark. Included are the assets of General Foods Corporation, which is adopted as the new corporate name.

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1930 – Ivory-tipped *Marlboro* is introduced.

– "Battle of the Brands" continues as Continental Tobacco Co.'s *Paul Jones* becomes the first of the 10-cent brands.

– Alfred E. Lyon joins Philip Morris & Co., Ltd., Inc., from Europe and becomes the West Coast representative.

– General Foods Corporation offers *Birds Eye* frozen foods to retail customers in Springfield, Massachusetts.

– Atlantic Gelatin Co. is acquired by General Foods Corporation.

1931 – Benson & Hedges' *Parliament* (plain and cork tip) and *Virginia Rounds* are introduced.

– "Vita-Fresh" vacuum packaging is developed by Thomas Rector of General Foods Research.

1932 – General Foods Corporation buys *Sanka* coffee process and patents from the Sanka Coffee Corporation.

– *Jell-O* pudding and pie fillings are first marketed.

– *Parliament* becomes the first cigarette with a filter mouthpiece made from a blend of domestic (burley) and Turkish leaf.

– *Post Grape-Nuts Flakes* is introduced by General Foods Corporation.

1933 – *Philip Morris English Blend* in the brown pack is introduced.

– Johnny calls for *Philip Morris* for the first time in the Hotel New Yorker lobby.

– Johnny is introduced on radio (NBC) as the Philip Morris spokesman on April 17.

– Leonard B. McKitterick becomes President of Philip Morris & Co., Ltd., Inc.

– December 5th: Milwaukee, Wisconsin, celebrates the repeal of Prohibition.

1934 – A pectin in powdered form called *Sure-Jell* is introduced for home jam and jelly making by General Foods Corporation.

– *Paul Jones* is made with a cork tip. *Cigarette Time*, an ivory-tipped mentholated cigarette, is introduced.

– Philip Morris & Co., Ltd., Inc., buys the assets of Continental Tobacco Co.

– Birds Eye operations of General Foods Corporation buys its first fruit and vegetable packing plant in Hillsboro, Oregon.

– Birds Eye engineers design the first retail freezer cabinet especially for frozen foods.

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1936 – Otway Hebron Chalkley becomes President of Philip Morris & Co., Ltd., Inc., and Alfred E. Lyon, Executive Vice President.

1938 – First offering of Philip Morris & Co., Ltd., Inc., preferred stock is put on the market.

1939 – *Post-Tens*, individual-size cereals, are placed on the market by General Foods Corporation.

1940 – *Country Doctor* smoking tobacco is launched by Philip Morris.

1941 – Atalullah K. Ozai Durrani, a native of Afghanistan, walks into the office of General Foods Vice President Ray Schmitz. He produces a saucepan, an alcohol burner, and a packet of rice, and requests some water. He boils the water, adds the rice, covers the pan, and shortly, the rice is ready to eat. General Foods buys his process and introduces *Minute Rice*.

– *Birds Eye* frozen foods are made available nationwide.

1942 – Post's *Raisin Bran* is introduced by General Foods Corporation.

1944 – Philip Morris & Co., Ltd., Inc., buys the Axton-Fisher plant and facilities in Louisville, Kentucky, thereby acquiring *Fleetwoods* and *Spud*.

– General Foods Corporation acquires the *Yuban* coffee business, a recognized premium coffee, from Arbuckle.

1945 – *Maxwell House* instant coffee is introduced by General Foods Corporation.

– Otway Chalkley becomes Chairman of the Board of Philip Morris & Co., Ltd., Inc., and Alfred E. Lyon becomes President.

1946 – O. Parker McComas joins Philip Morris & Co., Ltd., Inc., as Vice President.

– Oscar Mayer & Co. purchases a plant in Davenport, Iowa.

1947 – Chef Robert Kreis begins a mail-order business selling his 4 *Seasons* salad dressing mixes, made famous at the Brown Derby restaurant in California.

– General Foods Corporation acquires Alfred Bird & Sons, Limited, with operations in England and Ireland.

– Frederic A. Miller hands over reins of the Miller Brewing Company to his nephew, Frederic C. Miller.

1948 – Oscar Mayer & Co. introduces the first self-service meat package — shingled, sliced bacon.

– "No cigarette hangover" campaign and nose test campaign begin for *Philip Morris* brand.

– Oscar Mayer & Co. acquires a meat processing plant in Philadelphia.

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1949 – Philip Morris & Co., Ltd., Inc., sponsors its first television show — "Tex and Jinx Preview."

– Alfred E. Lyon becomes Chairman of the Board of Philip Morris, and O. Parker McComas, President.

– *Post Sugar Crisp* debuts from General Foods Corporation.

1950 – Philip Morris & Co., Ltd., Inc., moves to 100 Park Avenue; is awarded Office of the Year citation from *Office Management and Equipment* magazine.

– *Jell-O* instant puddings are introduced by General Foods Corporation.

– Oscar Mayer & Co. introduces the "Slice Pak" — sliced cold cuts vacuum-sealed in a transparent package.

1951 – Philip Morris & Co., Ltd., Inc., sponsors the "I Love Lucy" show.

– Quality Control Spice Co. is established as an Oscar Mayer & Co. operating division.

– Oscar Mayer & Co. opens a processing plant in Los Angeles.

1952 – New Philip Morris & Co., Ltd., Inc., plant is opened in Louisville, Kentucky.

– Chef Kreis changes the name of his dry salad dressing mix from *4 Seasons* to *Good Seasons*.

1953 – Tobacco Industry Research Committee formed at the suggestion of O. Parker McComas.

– Philip Morris & Co., Ltd., Inc., sponsors "So You Want to Lead a Band" program.

– Perkins Products Company, maker of *Kool-Aid* soft-drink mixes, is bought by General Foods Corporation.

1954 – Philip Morris & Co., Ltd., Inc., acquires Benson & Hedges.

– Philip Morris & Co., Ltd., Inc., introduces "snap-open pack."

– Philip Morris (Australia) Ltd., is set up as the first major affiliate outside the United States.

– *Marlboro* test-marketed as a full-flavored man's cigarette.

– 4 Seasons, Inc., maker of salad dressing mixes, is acquired by General Foods Corporation.

– General Foods Corporation headquarters moves from New York City to White Plains, New York.

– General Foods Corporation sets up coffee businesses in Japan and Germany.

– Frederic C. Miller and son of the Miller Brewing Company are killed in a plane crash. Norman R. Klug, Vice President and General Counsel, is named President.

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1955

- *Philip Morris* replaces its brown pack with a red and white package.
- Overseas division set up at Philip Morris at 100 Park Avenue.
- Entenmann's Inc., begins supermarket delivery of its baked goods.
- Philip Morris Incorporated becomes the company's corporate name.
- Philip Morris Inc., profit-sharing plan introduced to domestic employees.
- *Marlboro* goes national and is introduced in *flip-top* box with cork-tipped "selectrate" filter.
- The weather-beaten *Marlboro* cowboy appears for the first time as a part of the cigarette's rugged new masculine image.
- License agreement signed with La Suerte Cigar and Cigarette Factory, the Philippines.

1956

- License agreement signed with Tabacalera Nacional SA, Panama.
- License agreement signed with C.A. Tabacalera Nacional, Venezuela.
- King-size *Philip Morris* in a soft package is converted to long-size *Philip Morris* in a *flip-top* box.
- *Parliament* introduced in blue, gold, and white *flip-top* box.
- Filter *Spud* introduced in *flip-top* box.
- Philip Morris Inc., sponsors "The Philip Morris Country Music Show".
- *Marlboro* becomes the first national sponsor of a National Football League telecast.

1957

- The General Foods Corporation Technical Center opens in Tarrytown, New York.
- Philip Morris Inc., acquires Milprint and Nicolet Paper Co., which represents the company's first diversification outside the tobacco business.
- License agreement signed with Fabriques de Tabac Reunies, SA, Switzerland for manufacturing of *Marlboro*.
- *Marlboro* in the *flip-top* box introduced in England and Australia.
- *Revelation* and *Bond Street* packaged in flexible pouches.
- Philip Morris Inc., receives the Packaging Institute's Corporate Award.
- Philip Morris Inc., Employee Scholarship Plan instituted.
- Joseph F. Cullman, 3rd, becomes President of Philip Morris Inc.
- *Post Alpha-Bits* cereal introduced by General Foods Corporation.

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1958
- Johnny celebrates his 25th anniversary with Philip Morris Inc.
- *Parliament* introduced as a popular-priced cigarette in the high filtration field. It is offered in a *flip-top* box or soft pack.
- *Marlboro* introduced in soft pack.
- *Marlboro* reengineered to improve filtration.
- Polymer Industries, Inc., acquired by Philip Morris Inc.
- Benson & Hedges (Canada) Ltd., acquired as Philip Morris affiliate.
- The "Philip Morris Festival of Stars," a free country western concert, is held for the first time in Louisville, Kentucky.

1959
- The Tobacco Research Center in Richmond, Virginia, is dedicated to O. Parker McComas.
- C.A. Tabacalera Nacional, licensee in Venezuela since 1956, becomes first Latin American affiliate.
- General Foods Corporation (Canada) acquires Hostess Food Products Limited, makers of potato chips and other snacks.
- *Alpine* introduced by Philip Morris Inc.

1960
- *Philip Morris Commander* introduced on Mark VIII machine.
- General Foods Corporation acquires the *Open Pit* trademark for barbecue sauce.
- *Philip Morris Regular* changed to match the *Commander* pack.
- A new slide and shell package design is successfully introduced for *Benson & Hedges*, the largest-selling premium-priced cigarette in America.
- *Philip Morris*, *Marlboro*, *Alpine*, and *Parliament* manufactured in Venezuela by C.A. Tabacalera Nacional.
- *Marlboro* soft pack introduced in Germany under new manufacturing agreement with Martin Brinkmann A.G.
- *Marlboro* and *Philip Morris* marketed in the Philippines.
- Philip Morris Inc., acquires American Safety Razor Products Corporation.
- Philip Morris Inc., sponsors "CBS Reports."
- George Weissman appointed Chairman of the Board and Chief Executive Officer of Philip Morris Overseas.
- General Foods Corporation acquires a majority interest in Establessements Pierre Lemonnier S.A., a coffee roaster in Paris; Kibon, a Brazilian ice cream manufacturer; and Industrial Fenix, a Mexico City candy maker.
- Oscar Mayer & Co. brings out vacuum-sealed *Twin Pak* for wieners.

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